

SAMPLE LETTER TO BE SENT TO STORES FROM WALGREEN HEADQUARTERS

**Walgreens**

Intracompany correspondence

TO: All District Managers

FROM: D. Solner, Buyer

DATE: December 16, 1992

SUBJECT: Cigarette Promotions

In an effort to inform you on a regular and consistent basis, we will publish every 6 to 8 weeks all major cigarette promotions available. These promotions are available on an allocated basis.

In addition to each cigarette company promotion, we are enclosing a list of each manufacturer contact for your district. We suggest that you call and possibly meet with the local representative to assure your receiving the allocated promotions available.

Consumer response to these promotions creates extra sales and interest in this high volume category.

Display monies are available for the stores on many of these promos. Payment in all cases will be credited to stores on the following month's stores purchase ledger.

Here are the promotions available for the January/February/March selling period.

**NATIONAL PROMOTIONS**

**JANUARY**

Description: SALEM \$1.00 OFF / 2 Pk Promotion

Display: 40 Sales

Contains: SALEM Kings - (20 Sales)  
SALEM Lts. Kings - (20 Sales)

Display Payment: \$1.50 for counter display

AUTHORIZED DISTRIBUTION CHAINWIDE

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**FEBRUARY**

Description: WINSTON - Buy One-Get One Free Promotion  
Display: 40 Sales  
Contains: WINSTON SELECT Kings (20 Sales)  
WINSTON SELECT Box (20 Sales)  
Display payment: \$1.50 for counter display

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**MARCH**

Description: CAMEL Pool player ashtray with 3 packs  
Display: 20 Sales  
Contains: CAMEL WIDES Filter - (10 Sales)  
CAMEL WIDES Lights - (10 Sales)]  
Display payment: \$1.50 for counter display

AT STORE MANAGERS' DISCRETION

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**APRIL**

Description: CAMEL Buy One-Get One Free Promotion  
Display: 40 Sales  
Contains: CAMEL Light 100's (20 Sales)  
CAMEL Light 100's Box - (20 Sales)  
Display Payment: \$1.50 for counter display

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**JUNE**

Description: CAMEL Brass Cigarette Lighter with 2 Pack Purchase  
Display: 40 Sales  
Contains: CAMEL Light 100's (20 Sales)  
CAMEL Light 100's Box (20 Sales)  
Display payment: \$1.50 for counter display

AT STORE MANAGERS' DISCRETION

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